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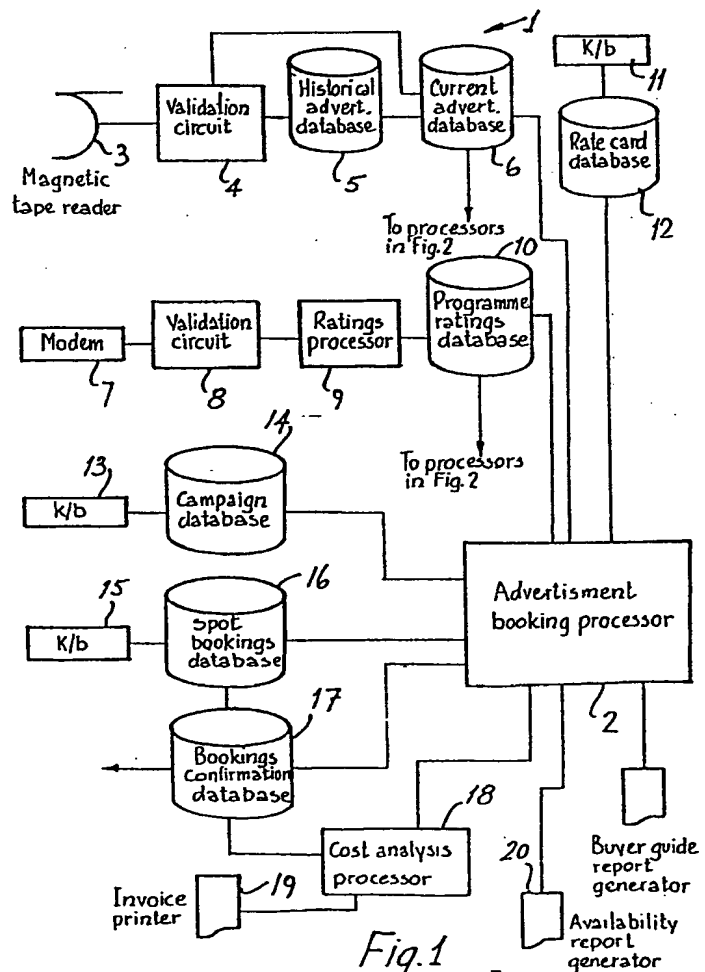
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GB 2206713 A EP 0248533 A2 US 4170782 A

(58) Field of search
UK CL (Edition K) G4A AUX
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Online databases: WPI

(54) Television programme and advertising data analysis

(57) A communications analysing apparatus (1) is disclosed. A booking processor (2) is connected to a current advertisement database (6) and to a programme ratings database (10). Other databases include a campaign database (14) and a bookings database (16). Sequential accesses to these databases enables efficient generation of meaningful reports with little risk of data degradation. Further, the current advertisement data, the programme ratings database and the rates database (12) are also connected to a campaign monitoring processor 30 for generating of analysis reports and the programme ratings database and universal and profile databases are connected to a programme monitoring processor for generation of programme analysis reports. The manner in which the apparatus (1) is constructed allows efficient processing without degradation of data and versatility in the range of reports which may be generated.



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